



City of Gaithersburg's

# SportsFest

**Celebration of Youth Sports  
In our Community**

**Saturday, July 13, 2019  
8:30 to 11:00 a.m.**

**Bohrer Park at Summit Hall Farm  
506 S. Frederick Avenue, Gaithersburg, MD**

# SPONSOR

**INFORMATION PACKET**



## City of Gaithersburg's **SportsFest** Sponsor Opportunities

### **MVP SPONSOR - \$1,250**

- Named official Title Sponsor
- Company logo to appear on event advertising banners, all marketing materials, print advertisements, webpage (w/click-thru).
- Mention in event press releases, broadcast advertisements, and stage announcements
- Booth space in a prime location for the distribution of promotional materials or display of products (includes: 10'x20' canopy, 6' table and two chairs and space for a marketing vehicle)
- Logo/name on banner placed at City sites
- Signage at site
- Logo prominently placed on event participant and staff shirts.

### **ALL STAR SPONSOR - \$750**

- Company logo to appear on all event marketing materials, select print ads and webpage
- Mention in announcements
- Booth space in a prime location for the distribution of promotional materials or display of products (Sponsor's Choice: 10'x10' canopy, two 6' table and four chairs OR 10'x10' canopy, 6' table and two chairs, and space for a marketing vehicle)
- Logo on participant shirts
- Signage at site

### **1st Team Partner - \$500 or in-kind donation**

- Company logo to appear on select event marketing print marketing
- Booth space in a prime location for the distribution of promotional materials or display of products (includes: 10'x10' canopy, 6' table and two chairs)
- Mention in announcements
- Signage at site



# SportsFest

## Sponsor Information Form

Please send in this portion (pgs. 3-4) with payment

Please be sure to include signature and payment page when submitting your application.

**Sponsor Name** (as you would like it listed on event materials):

\_\_\_\_\_

**Contact Person:** \_\_\_\_\_ **E-mail:** \_\_\_\_\_

**Full Business Address:** \_\_\_\_\_

**City:** \_\_\_\_\_ **State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Phone #:** \_\_\_\_\_ **Day-of-Event Cell #:** \_\_\_\_\_

**Website URL:** \_\_\_\_\_

I certify that I have read and fully understand the *SportsFest* Sponsor Fact Sheet and that the information contained in this application is true, and I will personally be responsible for ensuring that the space plan for *SportsFest* will be carried out in conformance with this application.

I further understand that if I intend to sell goods at the event, **I will be required to charge 6% sales tax and I will be assigned a temporary Maryland State Tax ID# by the MD State Comptroller's Office**

I certify that I have read, or have been given the opportunity to read, and fully understand R-73-05 (sent upon request), any amendments thereto, the event Rules and Regulations (Fact Sheet), this Agreement, and any other applicable law or resolution that is in effect as of the date of *SportsFest*.

By participating in this City of Gaithersburg event I agree that I, or anyone entitled to act on my behalf, together with the organization I represent (if any), hereby waive and release the City of Gaithersburg and the organizers of the event, plus all event partners, sponsors and volunteers, and their representatives, successors and assigns, from all claims and liabilities of any kind arising out of my participation in the event, even if that liability may arise out of negligence or carelessness on the part of the persons named in this waiver.

Participation in *SportsFest* by groups or organizations other than City of Gaithersburg officials, departments or committees does not constitute City of Gaithersburg endorsement.

**By signing this application, I authorize my check (if applicable) to be processed and deposited upon receipt.**

I understand that if I am not accepted into the event, a full refund will be issued.

**Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

### **ACCOMMODATIONS FOR THOSE WITH A DISABILITY**

The City of Gaithersburg is committed to making reasonable accessibility accommodations as required by the Americans with Disabilities Act. **All requests must be made on this application or no later than June 15, 2019.** Your request for accommodations will in no way affect your acceptance status. Please indicate what accommodations are necessary: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Sponsor Information Form (Cont.)

Please send high resolution logo and a brief (75 words or fewer) description of your business, products or services.

☐

**Please check box if you plan to have a booth space at the event.**

If not checked, we will assume you will NOT be in attendance, and we will not assign you a space. We ask that you please also send an email confirming your request for a booth space to [dave.ludington@gaithersburgmd.gov](mailto:dave.ludington@gaithersburgmd.gov).

**Credit card payments are strongly preferred, and will only be processed upon acceptance into the Event.**

**If submitting application via e-mail, please do not fill in the credit card number. Instead, print and sign your name, e-mail the application, and call **David Ludington at 240-805-1520** to provide credit card information.** Applicants who are not accepted will receive a full refund. Credit card payments will be processed upon acceptance into the Event.

### Level of Sponsorship:

- ☐ MVP \$1250
- ☐ All Star \$750
- ☐ 1<sup>st</sup> Team Partner \$500
- ☐ Other/in-kind \_\_\_\_\_

Total Paid: \_\_\_\_\_ ☐ CASH ☐ CHECK # \_\_\_\_\_

Make checks payable to **City of Gaithersburg**

☐ CREDIT: Circle one: VISA/MC/DISC/AMEX # \_\_\_\_\_ Exp. \_\_\_\_ / \_\_\_\_

Signature (required for Credit Card): \_\_\_\_\_

Print Name (required for Credit Card): \_\_\_\_\_

**SEND COMPLETED APPLICATION, PAYMENT, AND ALL REQUIRED MATERIALS TO:**

Dave Ludington  
[dave.ludington@gaithersburgmd.gov](mailto:dave.ludington@gaithersburgmd.gov)

**or mail to:**  
SPORTSFEST Sponsor  
506 S. Frederick Avenue  
Gaithersburg, MD 20877

### FOR OFFICE USE ONLY

#### SPORTSFEST SPONSOR LEVELS – 890

- ☐ \$1,250
- ☐ \$ 750
- ☐ \$ 500

Date Rec: \_\_\_\_\_  
Initials: \_\_\_\_\_  
Date Proc: \_\_\_\_\_  
Initials: \_\_\_\_\_  
# of Spaces: \_\_\_\_\_  
Conf. Sent: \_\_\_\_\_  
A/R Sent: \_\_\_\_\_



# SportsFest

## Sponsor Information and Regulations

**Please Read Carefully and Keep for Your Reference (pages 5-7)**

*Interpretation of the following information and regulations is at the discretion of the City staff*

### **EVENT DESCRIPTION**

The City of Gaithersburg's **SportsFest** will draw an entire community to the grounds of Bohrer Park and the surrounding vicinity. This one-day event is scheduled for Saturday, July 13, and will include a 1K Fun Run, Sport Challenges, Nutritional eating and prizes! The event is from 8:30 until 11:00 a.m.

### **EVENT REGULATIONS**

- Vendors are required to arrive, set-up and breakdown at the times and locations designated in the vendor load-in documents, communicated via e-mail prior to SportsFest. Vendors are required to notify the City event organizers in advance if they unexpectedly find they are unable to attend the event.
- No food items or drinks may be sold by any vendor except for event-approved food vendors pre-authorized by the Montgomery County Health Department.
- Unauthorized alcoholic beverages, pets (with the exception of service dogs), skateboards, roller blades, bicycles, weapons (real or facsimile), and smoking and/or vaping are prohibited on the event grounds.
- City staff members reserve the right to have vendors remove unacceptable or inappropriate items, and to relocate or remove any vendor who does not comply with the event regulations, is uncooperative with event staff, or is disruptive to the event. Disruption is defined as disturbing other vendors, interfering with event programming, behaving aggressively toward event attendees or staff, damaging property, or engaging in behavior that threatens the safety of others.
- City staff members reserve the right to deem ineligible for participation in future events any vendor who does not comply with the Event regulations, is uncooperative with event staff, or is disruptive to the event.

### **APPLICATION & NOTIFICATION PROCESS**

***All required materials must be submitted in order for your application to be considered.*** You will receive an initial confirmation e-mail upon receipt of your application. After the deadline has passed, applications will be reviewed and sponsors will be selected and notified. ***Applicants providing a credit card number will only be charged upon acceptance into the event. Applicants who have paid by check and are not accepted will receive a full refund.***

\*Event arrival information will be e-mailed approximately two weeks prior to the event.

# SportsFest

## Sponsor Information and Regulations

**Please Read Carefully and Keep for Your Reference (pages 5-7)**

*Interpretation of the following information and regulations is at the discretion of the City staff*

### **ARRIVAL / BREAK DOWN**

Instructions, passes and directions will be e-mailed two weeks before the event. Only one vehicle per sponsor will receive a pass to enter the event area to unload. **Please contact Dave Ludington** if you will need additional passes. Sponsors must unload quickly, move vehicle to assigned parking, and then return to set up. We suggest that you bring someone to stay with your equipment and merchandise while you move your vehicle. Booths must be dismantled promptly at 12 p.m., and not before. Event staff members may be available to assist with your set-up or break-down.

### **SPONSOR SPACE**

A sponsor space is 10'x10', unless otherwise noted. All sponsor levels are provided with a canopy, table and two chairs. Please review the sponsor category descriptions for details. All participants must provide and be responsible for their own tablecloth, displays, decorations, and staff. Sponsor equipment and materials must remain within assigned space, and may not obstruct the view of, block, or interfere with neighboring exhibits.

### **PARKING**

**Only one vehicle per sponsor will receive a pass to enter the event area.** Not all parking will be within sight of booth locations. **Please contact Dave Ludington at 240.805.1520 (or e-mail: [dave.ludington@gaithersburgmd.gov](mailto:dave.ludington@gaithersburgmd.gov))** if you need passes for any other vehicle to enter the Event area for unloading.

### **TRASH / ELECTRICITY / WATER**

**No electricity or water is available.** Sponsors are responsible for their own trash removal and wastewater disposal. Sponsors who do not adhere to this regulation will be subject to a fine. Use of a generator, if permitted in your area, must be approved by event staff in advance.

### **PHOTOS**

Photographs submitted with application may be used to promote current and future Gaithersburg Events.

### **RAIN POLICY/CANCELLATION/REFUND**

**This is an outdoor/indoor event.** If the City cancels the entire event due to public safety concerns, a refund will be given. Otherwise, there will be **no refunds after 7/1/2019**. Refunds are subject to specific guidelines and a processing fee.

## CITY RESOLUTION # R-73-05

### RESOLUTION OF THE MAYOR AND CITY COUNCIL AMENDING R- 30 -92, THE POLICY SETTING FORTH STANDARDS FOR EXHIBITORS, SPONSORS, ENTERTAINERS, AND SOLICITORS AT CITY- SPONSORED EVENTS

WHEREAS, the City of Gaithersburg sponsors a myriad of special programs, Festivals, and events throughout the year which are well attended by citizens of all ages;

and

WHEREAS, exhibitors, Sponsors, entertainers and solicitors are invited to participate in these community functions;

and

WHEREAS, these events are held on public property and /or within and along public ways necessitating the closing of streets and specific areas to ensure that all events will be carried out in a manner which protects the public health, safety and welfare of visitors thereto;

and

WHEREAS, the City of Gaithersburg established a standardized policy, as directed by Resolution No. R-30-92, for exhibitors, sponsors, entertainers and solicitors to participate on the premises of City-sponsored events;

and

WHEREAS, the standardized policy was established to ensure peaceful assembly, to protect persons and property, to exercise efficient control of crowds and to offer equitable and uniform treatment of exhibitors, sponsors, entertainers and solicitors;

and

WHEREAS, the Mayor and City Council have determined that it is in the best interest of the community that amendments to the policy be made from time to time in order to improve the quality of the City's special programs, Festivals and events: NOW, THEREFORE, BE IT RESOLVED, by the Mayor and City Council of Gaithersburg, that amendments be made to Resolution No. R- 30 -02, establishing a standardized policy for each exhibitor, sponsor, entertainer and solicitor, participating in a City-sponsored event be and they hereby are as follows:

1. The City will not permit any person or organization to solicit and /or distribute information or goods or offer food, goods or services for sale or entertain within any public right-of-way or public property associated with a City-sponsored event unless a completed application to participate in the specific event has been filed with the City of Gaithersburg and approved by the City Manager or his designee.
2. The City will accept applications prior to the application deadline and reserves the right to reject any application which is incomplete or where the applicant's proposed activity during the event will disrupt other exhibitors or the peaceful assembly of attendees or damage or injure persons or property, or interfere with the planned special events, or is rejected for failure to meet stated selection criteria.
3. The City reserves the right to establish and enforce written rules and regulations as to other criteria which City staff deems pertinent to carry out a special public event or exhibit, provided such rules, regulations and criteria are approved by the City Manager or his designee.
4. The City shall have the right to remove any exhibitor or exhibit or other participant from the event limits who does not comply with the aforementioned requirements or the terms set forth in the approved application.
5. If the City determines to remove an exhibitor or other participant from the event limits pursuant to its authority under paragraph 4 of this Resolution, notification will be made in person by a City staff member. If exhibitor or other participant disregards the staff member's request to leave the event, law enforcement will be contacted to remove the exhibitor or participant. It shall be unlawful for any person participating in a City event to fail to obey a law enforcement request to leave the event area. The area reserved for a City event will be clearly defined and available upon request at the time an exhibitor or participant is requested to leave the event.

ADOPTED by the City Council on the 1<sup>st</sup> day of August, 2005.

SIDNEY A. KATZ, MAYOR and President of the Council  
DAVID B. HUMPTON, CITY MANAGER